

## W. R. & Co.'s Butter Color.

WHY IS IT THE BEST?

SIX REASONS.

**FIRST.**—Because the butter never turns to a reddish tinge, but keeps the bright golden color.

**SECOND.**—Because it is as harmless as the natural color of butter. The material from which it is made is vegetable, and as wholesome as wheat.

**THIRD.**—Because it has perfect freedom from any taste or smell that can be imparted to the butter.

**FOURTH.**—Because it has perfect keeping qualities. It does not become rancid, stale or sour, or spoil in any way.

**FIFTH.**—Because it will not color the buttermilk. The color is all absorbed by the butter globules, and its weight added to that of the butter.

**SIXTH.**—Because it is the strongest color made and put up in the largest package, and therefore the cheapest to use.

**TWENTY-FIVE PER CENT STRONGER THAN THE BEST OF OTHERS. IS NOT LIABLE TO BECOME RANCID.**

BURLINGTON, May 3, 1882.

I hereby certify that I have examined the Butter Color prepared by Wells, Richardson & Co., and that the same is free from alkali or any other substance injurious to health; that I have compared it with some of the best of the other butter colors in the market, and find it to be more than twenty-five per cent stronger in color than the best of the others; that I am acquainted with the method of its preparation, which is a thoroughly scientific method, and carried out with all necessary precautions; and from my knowledge of its manufacture, and from an examination of the manufactured article, I am satisfied that it is not liable to become rancid, or in any way to injure the butter. I have examined it after two months' free exposure to the air in a place liable to large changes of temperature, and found no trace of rancidity, while other kinds, similarly exposed, became rancid.

A. H. SABIN,

Prof. Chemistry, University of Vermont.

### Low Prices for Butter.

The New York *Tribune*, in its market report, explained why some butter is sold for such low prices. In speaking of butter it said: "Light colored goods are very hard to dispose of, and several lots were thought well sold at 8 to 10 cents." If butter makers would get the top price, they should use the Improved Butter Color, made by Wells, Richardson & Co., Burlington, Vt. It gives a pure dandelion color and never turns red, or rancid, but tends to improve and preserve the butter.

### Butter Buyers

Everywhere are refusing to take white lardy-looking butter, except at "grease" prices. Consumers want nothing but gilt-edged butter, and buyers, therefore, recommend their patrons to keep a uniform color throughout the year by using the Improved Butter Color made by Wells, Richardson & Co., Burlington, Vt. It is the only color that can be relied on to never injure the butter, and to always give the perfect color. Sold by Druggists.

## DAIRYMEN, Beware of Rancidity.

TEST YOUR BUTTER COLOR!

Use the Best. Avoid the Dangerous.

In order to see for yourself the danger of using other Colors, test any one of them by the side of ours, as follows:

Take the corks out of the bottles, and set them by the stove where they will have a heat of about 100 degrees for a few days; or expose them in the same way—corks out—to a summer heat in the sun, and in a very few days all colors except ours will have become rancid—shown by a strong, disagreeable odor like old tallow, lard, or oil; but our color will retain its sweetness, and its clean, pure smell. This test shows the liability of all these other colors to become rancid, and, therefore, the danger of using them. Any color that has turned rancid is dangerous to use, for it puts the germs of decay into the butter, that will very soon act on the whole quantity, and spoil it all. Don't run the risk of having your butter turn frowy, and so spoil your reputation as a good butter maker.

### A BREEZY LETTER FROM AN IOWA LADY.

(From the Ladies' Home Journal, June, 1886.)

MASON CITY, IOWA, April 29, 1886.

EDITOR L. H. J.:—The letter on the butter question, from "M. E. F.," calls forth from me a few points on which I think she is not quite right. When I hear onesay that there is no churn so easily worked or cleaned, as the old-fashioned "dasher," I am safe to conclude that that person has never used a swing churn. In this progressive age there are improvements in all things, and in the way of churns, there is nothing equal to the one above mentioned.

As to the exercise of working a churn dasher being healthful and graceful, women on a farm usually have plenty and to spare of such work, and an easy way of churning would be, to most, a blessing.

We churn our cream at sixty-two degrees, and never have the least trouble with it. With the swing churn the butter always comes granulated, and in tiny particles like grains of wheat.

I think "M. E. F." is wrong in her condemnation of butter coloring. I know there is nothing wrong in Wells & Richardson's vegetable coloring matter, and how delicious a golden roll of butter looks, whereas a pale, white appearance detracts half the daintiness, and (it actually seems to me) the goodness. We have used butter color for four years, when needed, and know it is not injurious in the least.

The L. H. J. is a welcome visitor, and I enjoy the letters from all the sisters very much. Too much cannot be said in praise of our *Journal*.

FERN.

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Gilt-edged Butter all the year round is the result of using Wells, Richardson & Co.'s Improved Butter Color.